

### Remarks

Favorable consideration is requested for the RCE application. For the reasons set forth below, Applicant respectfully submits that the claimed invention is allowable over the cited references.

In response to the final Office Action dated March 21, 2003, Applicant maintains the traversal of the rejection of claims 1-10 in view of the '769 reference in combination with the '211 reference as set forth in the Office Action Response and Amendment filed on September 22, 2003. Applicant maintains that the '769 reference fails to teach various limitations of the claimed invention including, for example, "a host-site accessible to an on-line viewer web accessible at a separate site and web-linkable to at least one article-provider site" and "at the host-site, electrically closeting partial-data sets." Moreover, the Office Action failed to cite any portion of the prior art that teaches linking to or visiting article-provider sites. Applicant incorporates herein the arguments presented in the Office Action Response and Amendment filed on September 22, 2003.

Applicant further submits that new claims 11-20 are patentable over the cited references. The new claims further characterize the recipient's role in the gifting transaction. Support for the new claims is found in the Specification at page 4, line 28 – page 5, line 26. The new claims are patentable over the cited references for the reasons discussed above, and because neither the '769 or '211 references teaches important aspects of the claimed invention, e.g., "using the host-site, linking the recipient to the set of retailers and passing visual images from the set of retailers to the host-site for view by the recipient." The Office Action fails to present references that completely correspond to the claimed invention, including new claims 11-20.

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In view of the remarks above, Applicant believes that each of the rejections has been overcome and the application is in condition for allowance.

Should there be any remaining issues that could be readily addressed over the telephone, the Examiner is encouraged to contact the undersigned at (651) 686-6633.

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